PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Rich Camisa DATE: October 15, 1990

FROM: Nancy Gurry

SUBJECT: Camel Ultra Lights Qualitative Research
(Los Angeles, Indianapolis, Nashville)

In order to measure Marlboro franchise smokers' assessment of Camel Ultra Lights, focus groups have been scheduled in two of the Marlboro Ultra Lights test markets (Indianapolis, Nashville) as well as in Los Angeles, an above average Camel/Marlboro area. These sessions will be conducted among smokers 25-45 years of age who smoke at least one-half pack daily. Additionally, in Indianapolis and Nashville, these respondents must be aware of Marlboro Ultra Lights and at least four participants in these groups will have tried it. The schedule for these sessions is as follows:

- Los Angeles (October 24-25)

  10/24
  6:00 PM: Females/Marlboro Lights
  8:00 PM: Males/Marlboro Lights

  10/25
  6:00 PM: Males/Marlboro Red
  8:00 PM: Males, Females/Camel Filter, Lights

- Indianapolis (November 1)

  6:00 PM: Males/Marlboro Lights
  8:00 PM: Males/Marlboro Red

- Nashville (November 5)

  6:00 PM: Males/Marlboro Lights
  8:00 PM: Males/Marlboro Red

Directions to each research service as well as hotel recommendations have been attached for your convenience.

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Attachment

cc: K. Altenberg
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Source: https://www.industrydocuments.ucsf.edu/docs/jylj0004